

Jim Doyle
Governor

Helene Nelson
Secretary



State of Wisconsin

Department of Health and Family Services

DIVISION OF PUBLIC HEALTH

1 WEST WILSON STREET
P O BOX 2659
MADISON WI 53701-2659

608-266-1251
FAX: 608-267-2832
TTY: 888-701-1253
dhfs.wisconsin.gov

HEALTHIER WISCONSIN WORKSITES THROUGH LOCAL NUTRITION AND PHYSICAL ACTIVITY COALITIONS

2006 REQUEST FOR PROPOSAL (RFP)

Introduction

The Wisconsin Department of Health and Family Services is providing funding for grants to implement worksite wellness programs. The funding is provided through the National Governors Association Healthy States Initiative. A total of \$40,000 is available to fund up to 10 local nutrition and physical activity coalitions¹ to work with 1-5 worksites to implement wellness programs. Awards will be made on a competitive basis with consideration made to geographic location to assure statewide representation.

Purpose of this Request for Proposal

The purpose of this project is to improve nutrition and increase physical activity within the adult working population through the development of worksite wellness programs. Additionally, this project will foster partnerships between local community coalitions and worksites.

Wisconsin was one of 13 states to receive a grant from the National Governors Association's Healthy States Initiative. The proposal was submitted by the Office of the Governor, the Department of Health and Family Services and the Office of State Employment Relations. The project is focused on 3 outcomes:

- By September 2007, 10 communities will have formed community-worksite partnerships that have resulted in the implementation of worksite wellness programs.
- By September 2007, an action plan for implementing a health risk assessment program for the 66,000 state employees will be developed.
- By September 2007, a statewide Governor's Worksite Wellness Summit will be held to increase the awareness of the benefits of worksite wellness programs among business and community leaders, the legislature and consumers.

This grant proposal will focus on the first of those outcomes, the community-worksite partnerships to implement worksite wellness programs.

Additionally, worksite wellness is a component of the Wisconsin Nutrition and Physical Activity State Plan. This project will also support the implementation of the State Plan.

¹ A coalition is a group of individuals and/or organizations with a common interest who agree to work together toward a common goal

Project Overview

The goal of the Healthier Wisconsin Worksite Project is to promote and support adults being physically active, making healthy food choices and achieving and maintaining a healthy weight. Currently 61% of Wisconsin adults are either overweight or obese which is leading to numerous chronic and expensive health conditions including heart disease and stroke, diabetes, some cancers, high cholesterol, and arthritis. If left unaddressed, this crisis threatens to overwhelm our health care system, our ability to be economically competitive, and the futures of our children.

The Wisconsin Nutrition and Physical Activity Program and the Wisconsin Partnership for Activity and Nutrition (WI PAN) recently completed the *Wisconsin Nutrition and Physical Activity State Plan*. The State Plan provides a framework to help create and support environments that make it easier for all Wisconsin residents to make healthy food choices, be physically active and achieve and maintain a healthy weight. The Plan emphasizes policy and environmental changes to support individuals in adopting and sustaining healthy lifestyles.

Worksites are an important venue to address nutrition and physical activity issues because employees spend approximately 36% of their total waking hours at work. The National Governors Association Healthy States Initiative's theme is *Healthy America: Wellness Where We Live, Work and Learn*. Through this project communities and businesses will form partnerships to implement or expand their worksite wellness programs. Coalitions are aligned well to assist worksites in this process, as they have the expertise to address health issues through program development and implementation.

The Division of Public Health has developed the *Wisconsin Worksite Wellness Resource Kit* to assist worksites in starting, adding to, or maintaining a worksite wellness program. The focus of the kit is on reducing the risk factors to chronic disease. The kit provides a step-by-step guide to assess the worksite, identify types of strategies and activities to implement, links for how-to information and ways to measure success. The *What Works in Worksites* document provides an easy to use list of evidence-based strategies that may be considered for use in wellness programs. Funded projects will use the *Wisconsin Worksite Wellness Resource Kit* and *What Works in Worksites* as guides for the development of the worksite wellness programs. Both resources are available on the Nutrition and Physical Activity Program website, <http://dhfs.wisconsin.gov/health/physicalactivity/index.htm>.

The outcomes of the community-worksite partnerships and the worksite wellness programs implemented will be compiled and shared throughout the state through the Governor's Summit, meetings and conferences and the Nutrition and Physical Activity Program website.

Available Funds and Grant Timeline

A total of \$40,000 is available to fund up to ten (10) community-worksite partnerships at \$4,000 each. The anticipated start of the grant period is December 17, 2006 with funds being spent by September 1, 2007.

Proposals due	December 8, 2006
Notification of awards	December 17, 2006
Mid-term report due	March 1, 2007
Program completion	September 1, 2007
Final report due	September 20, 2007

Eligible Applicants

- Wisconsin local nutrition and physical activity coalitions are eligible to apply. A coalition is a group of individuals and/or organizations with a common interest who agree to work together toward a common goal. To be eligible for this opportunity the following must be represented on the coalition, at a minimum: local public health department and a nutrition professional (Registered Dietitian or Dietetic Technician Registered).
- The project must be worksite based and the coalition must have at least one business/worksite partner (and no more than 5, depending on size).
- Coalitions partnering with worksites with existing worksite wellness programs that will be expanded through this project or new worksite wellness programs that will be implemented through this project.
- Those previously funded through the Comprehensive Cancer Control Program in June 2006 are not eligible to apply for this funding.

Allowable Costs and Activities

Activities and costs considered acceptable for this project and funding include:

- Staff time to coordinate the project
- Meeting expenses related to the project
- Travel
- Copying, printing, development or purchase of materials to be used to plan and implement the project
- Purchase of incentive items of nominal cost
- Office supplies, postage and other items related to this project

Non-Allowable Costs and Activities

Activities and costs not acceptable under this project and funding include:

- Staff time to coordinate the coalition or activities of the coalition not specifically related to the Healthier Wisconsin Worksite Project.
- Any item not specifically related to this project.

General Grant Requirements and Information

1. A **mid-year and final** report detailing the progress toward goals and tasks undertaken will be required:
 - March 1, 2007 (mid-year)
 - September 20, 2007 (final)Information on the required content of these reports will be provided by the Nutrition and Physical Activity Program.
2. Funded projects will utilize the **Wisconsin Worksite Wellness Resource Kit**, unless other tools are mutually agreed upon by the grantee and the Program.
3. All funded projects will complete and submit the Worksite Wellness Assessment Checklist, found in the Wisconsin Worksite Wellness Resource Kit, at the beginning and end of the project period.
4. Regular conference calls for funded projects will be facilitated by Nutrition and Physical Activity Program Staff. The purpose of the calls will be to answer questions, network, share information and materials and trouble shoot any barriers that may be encountered. Participation in the calls is encouraged but not required.
5. The project must focus on improving the nutrition and physical activity environment and behaviors through a worksite wellness program. Although other aspects of worksite wellness (mental health, stress reduction, safety, tobacco cessation, etc.) are important they are not to be the primary focus of activities through this funding opportunity.

6. Funded projects shall notify the Nutrition and Physical Activity Program Coordinator, Mary Pesik, in the event it is unable to complete the activities as detailed in the proposal or any amendments. Upon such notification, the Nutrition and Physical Activity Program Coordinator shall determine whether such inability shall require a revision or cancellation of this agreement.
7. The Agreement may be terminated by a 30-day written notice by either party.

Applicant Responses

Proposals submitted in response to this RFP shall respond to the specifications stated herein. Failure to respond to the specifications may be the basis for a proposal being eliminated from consideration during the selection process. The Wisconsin Nutrition and Physical Activity Program reserves the right to reject any or all proposals.

The Wisconsin Nutrition and Physical Activity Program reserves the right to negotiate goals, activities and budget items with the selected proposer(s) prior to entering into a contract.

Modifications may be made in the grant agreement only through prior consultation with and written approval from the Wisconsin Nutrition and Physical Activity Program Coordinator. Failure of the successful proposer to accept the obligations may result in cancellation of the contract(s).

Submittal of Proposals

1. All proposals shall follow the instructions listed on pages 7 and 8.
2. One original and 2 copies of the proposal are required.
3. The closing time and date for the receipt of all proposals under this solicitation will be **4:00 p.m., Friday, December 8, 2006**. Late, fax or email proposals will not be accepted.
4. Submit proposals to Mary Pesik, Wisconsin Nutrition and Physical Activity Program Coordinator.
5. Proposals may be mailed to the address listed below. Proposals must be postmarked on or before Friday, December 8, 2006.

Wisconsin Nutrition and Physical Activity Program
1 West Wilson Street
PO Box 2659
Madison, WI 53701-2659

Proposals may be hand-delivered to the address listed below. Proposals must be received by 4:00 p.m., Friday, December 8, 2006:

Wisconsin Nutrition and Physical Activity Program
1 West Wilson Street
Room 243
Madison, WI 53703

Supplemental Information

Unless requested by the Nutrition and Physical Activity Program, no additional information will be accepted from a proposer after the deadline for submittal of the proposals. Appendix material will be accepted along with the proposal, however, reviewers are not obligated to use the information in determining proposal score.

Withdrawal of Proposals

Proposals may be withdrawn by written or verbal notice to the Nutrition and Physical Activity Program Coordinator at any time.

Technical Assistance

Direct questions to:

Mary Pesik
Nutrition and Physical Activity Program Coordinator
Telephone: 608-267-3694
E-mail: pesikmj@dhfs.state.wi.us

Project Monitoring/Evaluation

All projects that are awarded grant funds will be expected to submit a mid-year progress report, including the completed pre-worksites wellness assessment checklist by March 1, 2007. The final project report including the completed post-worksites wellness assessment checklist is due September 20, 2007. The progress reports will be completed through an electronic survey. Mary Pesik, Nutrition and Physical Activity Program Coordinator will monitor the progress of the project.

Issuing Agency

This RFP is issued for the State of Wisconsin by the Wisconsin Nutrition and Physical Activity Program. The Wisconsin Nutrition and Physical Activity Program is the point of contact for this project.

Award Procedures

The evaluation committee's scoring will be tabulated and applicants ranked according to the numerical score received. Consideration may be given based on geographical location to assure statewide representation.

The Wisconsin Nutrition and Physical Activity Program reserves the right to negotiate the award amount, authorized budget items, and specific goals with the selected proposer(s) prior to entering into grant agreement. All awards will be made via a contract with the Division of Public Health. Grantees will receive an advance payment to be included in the agency's CARS payment. You will be provided a reporting form near the end of the grant to document your agency's total expenditures. Any unused funds will be recouped.

Notice of Intent to Award

The evaluation committee will make the selection of the nutrition and physical activity coalitions and issue the Intent to Award Notice as soon as possible following the evaluation.

After the Intent to Award Notices are made, and under the supervision of the Wisconsin Nutrition and Physical Activity Program staff, copies of all proposals will be available for public inspection during normal workdays at 1 West Wilson Street, Room 243, Madison, WI.

Appeals Process

Notices of Intent to Protest the award must be made in writing and filed with:

Sheri J. Johnson, Ph.D.
Administrator and State Health Officer
Wisconsin Division of Public Health
1 West Wilson Street, Room 250
Madison, WI 53703

and must be received in the Administrator's Office no later than five (5) working days after the notice of Intent to Award Notice(s) are issued. The written protest must be received within ten (10) working days after the notice of Intent to Award is issued.

You may appeal the decision of the Administrator by filing within five (5) working days of issuance to:

Helene Nelson, Secretary
Department of Health and Family Services
1 West Wilson Street, Room 650
Madison, WI 53702

with a copy of the appeal filed with Sheri J. Johnson, DPH Administrator and State Health Officer. The appeal must allege a violation of a statute or a provision of a Wisconsin Administrative Code.

**HEALTHIER WISCONSIN WORKSITES
THROUGH
LOCAL NUTRITION AND PHYSICAL ACTIVITY COALITIONS**

Proposal Instructions

All proposals must respond to all of the following sections. It is suggested that proposals adhere to the following format in the following order. Use of this format will make it easier for the evaluation committee to locate the requested information and evaluate the proposal.

Proposal is limited to eight pages with 12 point font and 1” margins, not including the budget worksheet, letters of support or appendix items.

Contact Information

Project Name:
Coalition Name:
Contact Person:
Title of Contact Person:
Mailing Address:
Phone Number:
Fax Number:
E-mail Address:

Project Description

Briefly summarize your proposed project.

Worksite Partner(s) and Project Support

- a. Identify at least one (and up to 5) local business/worksite partner(s) that your coalition will work with on this project. Include a brief explanation of how/why each worksite was chosen to participate in this project.
- b. Briefly describe how your coalition will work with the business/worksite partners to develop and implement the worksite wellness intervention. This may include things such as capturing senior level management commitment and support, creating cohesive wellness teams or mentoring groups, etc. A letter of commitment that demonstrates support for the project from the business/worksite partner(s) will strengthen your proposal.

- c. Include a list of your coalition members/affiliations. Identify the local public health department staff and nutrition professional(s) who are actively involved or will be involved with the planning and implementation of this project. (If you don't have a nutrition professional the Wisconsin Dietetic Association will help identify those in your area. Contact Lynn Edwards, WDA Executive Coordinator at 888-232-8631 or wda@centurytel.net).

Developing a Worksite Wellness Action Plan

- a. If this project will support the implementation of new worksite wellness programs, briefly describe how the coalition and business/worksite partners will develop the worksite wellness program, choose appropriate strategies and evaluation methods to measure process and outcome results. Include a timeline (monthly) for planning, implementing and evaluating the project.
- b. If this is an existing worksite wellness program, briefly describe the worksite wellness program and the components that will be expanded through this project. Include the health outcome, health behaviors targeted, measurable objectives, strategies being implemented and evaluation methods.

Refer to the Wisconsin Worksite Wellness Resource Kit or the Action Planning Flow Sheet for guidance. Both documents are posted on the Nutrition and Physical Activity Program website, <http://dhfs.wisconsin.gov/health/physicalactivity/index.htm>.

Target Audience/Program Reach

Briefly describe the number of employees at each worksite and the estimated number who will participate or be affected by the project or if an existing program the number of employees who participate. Also, briefly describe other characteristics of the target audience (age, gender, race/ethnicity, socioeconomic status, etc.) or worksite.

Coalition Experience

Describe the coalition's past experience working with various partners (including worksites). Also, describe the coalition's experience planning, implementing and evaluating programs or interventions.

Sustainability

Describe how the coalition anticipates sustaining or building upon the Healthier Wisconsin Worksite project.

Budget and Budget Justification

Use the worksheet below for the budget, additional categories may be added as necessary. For the budget justification please include a brief summary of the expenses in each category. If you are unsure if an expense is covered by the grant, check with Mary Pesik, Nutrition and Physical Activity Program Coordinator.

Note: In Kind resources are not required but if you are using them, we want you to be acknowledged for that.

Budget Worksheet

EXPENSE CATAGORY	Promoting Healthy Lifestyles Grant	Coalition and/or Worksite Partner (any in-kind resources)
Personnel Salary and wages Fringe benefits		
Travel		
Program Materials Material Development Printing etc.		
Office Supplies		
Postage and Mailing Supplies		
Meetings Expenses		
Other (describe)		
TOTAL EXPENSES	Not to exceed \$4,000	